To: Heller, Edmund G., Waechter, Liane, Evanchik, A E., Fricke, R H., McHugh, Michael, James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg, 1110 - Boston ROU(PROVENL), Keeney, David, Smith, Richard A., Dibenedetto, Charles A., Brandt, Kevin E., Ferencak, Cynthia L., Gambardella, Mark R., Brown, Greg, Campo, Katherine A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Klein, John F., 1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Cobucci, M J., Hasni, Amin S., Taylor, William M., Mcallister, George E., Roth, Kari L., Chomko, Daniel, Weber, R L., Podnieks, David L., Green, Herbert K.
From: Kuruc, Nick
Posted: 6/11/97 8:28
Opened: 6/11/97 8:28
Subject: Wakefern Food Corporation (Shop Rite)

To: All Key Account Managers, Account Managers, and Sales Representatives with "DIRECT RESPONSIBILITY" for Shop Rite Independently owned groups or single stores

The general direction of many Shop Rite owners since January 1 has been to demphasize the self-service sale of single packs. Consequently, Wakefern has suffered considerable volume losses. We feel that a large share of this is due to very poor communication off current FDA status and issues on the part of Wakefern to its Member Stores.

For informational purposes, I have attached a Powerpoint Presentation which toplines the current FDA Regulation status as of June 1.

Please show this presentation (using your laptop) to your Shop Rite Member Stores.

If you have any questions, please call me.

51847 2131

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